



A STUDY IN KEYBOARDS

It is a proven fact that what the eye sees, the mind retains. As a visual presentation, therefore, we have prepared for you 'A Study in Keyboards' for use in combating the full keyboard and our principal ten key competitor.

To effectively use these presentations, we are recommending that the following short demonstrations covering each sketch be memorized or learned thoroughly. They present the facts portrayed on each page in the simplest and most dramatic fashion.

COMPARING THE ORIGINAL DOUBLE TYPEWRITER AND MODERN
TYPEWRITER KEYBOARDS (THE SHIFT KEY) WITH THE OLD
FASHIONED FULL ADDING MACHINE AND MODERN TEN KEY
ADDING MACHINE KEYBOARDS (THE CIPHER KEY).-Pages 1 & 2

One very effective way to answer cipher key objections is as follows: Place in front of the prospect, the chart showing the obsolete double keyboard typewriter formerly made by Smith Premier. Point to this keyboard and say, "Mr. P. B., you, of course, do not remember, but the first complete typewriter made had two keyboards. You used the upper keyboard for capitals and the lower keyboard for lower case letters. This machine did not have a shift key. When Remington some years later brought out a single keyboard machine using a shift key, operators of the old style keyboard objected to it. They would forget to depress the shift key when writing caps. Also, they claimed they had more keys to depress than with the single keyboard machine.

Yet, you and I both know that all typewriters today use the single keyboard with the shift key. The old fashioned double keyboard machine is obsolete.

Now, I am sure you will agree, that the typist has just as many shift key depressions as the bookkeeper has ciphers in her work. Thus, if it is worthwhile to depress the shift key to eliminate 42 keys, why isn't it worthwhile to depress the cipher key and thus eliminate 80 keys? (Salesman should now point to chart showing comparison of 90 keys and 10 keys). Consequently, Mr. P. B., we are dispensing with, not fifty percent of the number of keys, but ninety percent. Certainly you will agree, Sir, this is plain logic?"

COMPARING A SUGGESTED FULL TYPEWRITER KEYBOARD AND MODERN
TYPEWRITER KEYBOARD (WRITING LETTERS) WITH THE OLD FASH-
IONED FULL ADDING MACHINE AND MODERN TEN KEY ADDING MA-
CHINE KEYBOARDS (ADDING NUMBERS). - Pages 3 & 4

Another method of answering the cipher key objections is this: Place in front of the prospect a chart showing a regular typewriter keyboard and a keyboard containing 10-A's, 10-B's, etc. Then say, "Mr. P. B., on the present typewriter keyboard in writing 'a', 'an' or 'any', you use the same 'A'. Isn't that correct, sir?"

Suppose I came into your office and said I have here a very remarkable typewriter. This keyboard contains ten A's, ten B's and ten C's, but you do not have to depress the 'O'. They jump up and print automatically whenever that letter appears in a word. (Salesman should point to this keyboard on the chart).

Now, if you want to write just 'a', you depress the first 'A'. If you want to write 'an', then you must use the second 'A', but if you want to write 'any', then you must use the third 'A'. However, Mr. P. B., you do not have to depress the 'O', since whenever that letter appears in a word the machine prints it automatically. Would you buy that kind of a typewriter, Mr. P. B.?

Well, isn't that exactly what the old style adding machine does? (Salesman should point to comparison of full keyboard and ten key keyboard). On my machine, like the present day typewriter, I use the same '1' key whether I am writing '1', '1 2' or '1 2 3'. But on the full keyboard you must use a different key, each time you depress the '1'. For instance, in writing one cent, you use this key. (Salesman should point to the proper one keys on old style keyboard). But when writing '1 2' you must use the second one, and then when you write '1 2 3' you still have to use the third one.

Thus, if you wouldn't buy that style of typewriter keyboard, would you buy that style of adding machine keyboard?

THE STRING TEST (FULL SCALE KEYBOARDS SHOWING
FINGER MOTION). Page 5

A good way to emphasize the advantage of the small modern keyboard is to point out to the prospect the small amount of finger movement in writing 18293 on the ten key keyboard. "Notice, Mr. P. B., that when writing 18293 on the old style keyboard your finger movement is 18 inches. However, because of the absence of the large keyboard, our finger movement is only $6 \frac{5}{8}$ inches. Thus, you certainly will agree that by cutting your finger travel $\frac{2}{3}$'s, you certainly will speed up your work. Then, too, think how much less fatigued your operator will be, by not having to move over such a large area. Certainly that makes sense, doesn't it, Mr. P. B.?"

DEMONSTRATION TO BE USED WHEN COMPETING WITH SUNDSTRAND) - Page 6

Mr. P. B., this is the new Remington Electric Adding Machine equipped with Cushion Power. You are probably wondering, what is Cushion Power? Do you remember that some years ago Chrysler Motor Company brought out the Plymouth with Floating Power? You certainly remember that they said Floating Power produced a smoother ride and less vibration. Now, what was this Floating Power? It was simply an arrangement whereby Chrysler set the engine in rubber blocks and fastened the motor to the frame through these rubber blocks. Also, you and I both know that all automobiles today have their engines mounted in rubber.

Well, this is exactly what Remington Rand has done. We have pioneered the way for all other companies to follow. We have fastened the working mechanism of our adding machines to springs which in turn are fastened to the case. Thus, this new Remington with Cushion Power is the quietest adding machine on the market. Also, it will give you longer life since Cushion Power eliminates vibration, the same as Floating Power does. You and I both know that vibration is the enemy of all working mechanisms.

But, besides Cushion Power, we have in this new Remington a great number of exclusive features. With your permission, I would like to show you why this new Remington is superior to the other ten key machines. I do not want you to think, Mr. P. B., that I am knocking my competition, but I am simply trying to make an honest comparison between the two machines. If I have your permission on that basis to make that comparison, I will proceed.

Now, on this Remington machine, we do not have the indication key move from left to right. No indeed, we have it move the same way we set up the figures, from right to left. Certainly I think you will agree with me this is an improvement.

Then, with this correction key--you notice it is completely electrified. We cannot push it part way down and thus not clear the keyboard. Don't you think this is a good feature, Mr. P. B?

Now, let us consider the slope of the keys. You will note that on the Remington the keys are scientifically sloped to the correct finger angle for operating a machine on a desk. You see, Remington Rand designed their models as portable desk machines and consideration was given to the proper and natural finger angle for the depression of the keys. The other machine, however, was originally designed for use on a stand where the operator stood to operate the machine and the finger was naturally vertical. I am quite sure that you will agree, Mr. P. B., that keys designed for natural finger angle for operating on the desk will lessen key depression resistance and wear and tear on the key stem.

Next, please notice the dip of the keys. See how much shorter it is than other ten key machines? Thus, if the keys do not go down as far, they can get back up sooner, thus giving you a much faster machine to operate. Certainly, Mr. P. B., this is a step in the right direction.

Also, notice we have electrified the repeat key. On the other machines when repeating amounts, you have to first jump across the keyboard and lock down the repeat key. Then you return to the motor bar and start repeating the amount. Next, before the last stroke, you must jump across the keyboard again, and release the repeat key. Finally, you return to the motor bar and take the last stroke. Now, on this new Remington, we just hold the repeat key down and the machine starts working. Certainly, Mr. P. B., this feature is a considerable improvement over the other method.

Please notice that we have placed the subtract and multiply keys close together. That was done to enable you to easily handle this type of problem. Suppose you had purchased 12 articles at \$6.50 and you were allowed a discount of 5% for cash. We set up the \$6.50 and multiply by the 2. Please note that we did not move across the keyboard and lock the repeat key down. Then we move the multiplicand over by depressing the zero, the same as on the other machine.

However, it is not necessary for us to move our hand across the keyboard and release the repeat key. We simply depress the motor bar and automatically the keyboard clears. We take a subtotal and secure an extension of \$78.00. Now we must take off 5% discount. We set up \$78.00 and since our subtract and multiply keys are close together, with one hand we are able to operate both keys simultaneously. Now what would you have to do. First, it would be necessary to go across the keyboard and lock down the repeat key. Second, you would then come back across the keyboard and hold down the subtract bar for four strokes. Third, you would go across the keyboard and release the repeat key. Finally, you would come back across the keyboard and take the fifth stroke on the subtract key and then you would take a total which is the net amount. Thus, you can see, Mr. P. B. that this new Remington has been scientifically designed to enable you to perform all types of problems with a minimum of operations.

Then, to show you how our engineers try to make our machines easier to operate, notice this motor bar. It runs the full length of the keyboard. It can be depressed from any row of the keyboard. Also, we have slanted it so that the operator can roll it with her hand. That, I am sure you will agree with me, is an improvement.

Next, notice that we throw our totals out automatically, but use a key to produce a sub-total. Why do we do this? Simply because the average job requires many more totals than sub-totals, hence, put the automatic feature where you use it most.

Then, again, please note that it is not necessary for us to use a two color ribbon. We have our non-add amounts designated with a different symbol than our totals. Consequently, we equip our machines with a one color ribbon, which you know from experience on your typewriter, will last twice as long as a two color ribbon.

At this point I would like to point out how easy it is to change a ribbon on the Remington. (Flip back the ribbon cover). Mr. P. B., it is very easy to put a new ribbon on this machine. Anyone of you operators can easily replace the old one. It is just merely putting the spools in place and placing the ribbon between the guide posts and platen. On your machine your operators know how difficult it is to replace a ribbon.

Also, when necessary on this machine, the operator can easily turn the ribbon upside down to secure legible writing. Thus, your ribbon costs will be greatly reduced. You know you wouldn't want your items to print in red and the totals in black, it would be too hard on your eyes.

Now, Mr. P. B., you know and I know that practically all adding machines today are used on the desk rather than on a stand. Thus, the size and weight of the machine is an important consideration. This new Remington, as you can see, takes up less space on your desk than the other machines.

Also, since you use your machines on the desk, it is often necessary for your girl to move it. Thus, the weight, too, is an important consideration. This new improved Remington weighs less than the other machine. It is not necessary to have a man pick it up every time the machine is moved from desk to desk.

Finally, this Remington machine is really completely electrified. Please notice that the correction, sub-total, non-add, subtract, multiply and total keys are all operated by electricity (salesman should depress the keys as he names them.)

Thus, Mr. P. B., I think you will agree with me that the new improved Remington is a superior adding machine. It is quieter, faster, easier to operate and is more portable than the other machines.

This booklet will serve you well in combating competition; but use it only where necessary to convince your prospects of the advantages of ten keys and the extra values in the Remington Rand adding machines.

An old proverb says:

"One picture is worth ten thousand words. So. let these facts as presented speak for you".

CRAIG WAKEFIELD